



Fracht **FORWARD** Newsletter

India



World Clean Up Day



Our celebration of World Cleanup Day was marked by a strong sense of community and shared responsibility. We gathered early in the morning, equipped with gloves, bags, and a commitment to make a difference. The collected waste was then sorted into recyclables and non-recyclables. In addition to the physical cleanup, we also emphasized the educational aspect of World Cleanup Day. Workshops and interactive sessions were held alike, teaching our team about Bio-gas plants and recycling. We explained recycling practices and encouraged them to adopt an eco-friendlier lifestyle. World Cleanup Day is more than just an event, it's a movement.



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World Earth Day



Celebrating World Earth Day by organizing a tree plantation drive, reaffirming our commitment to environmental sustainability and the preservation of our planet. This year, we chose to mark the occasion by planting a simple yet powerful way to contribute to a healthier environment. We took a unique and impactful approach to promote environmental awareness and our commitment to sustainability by launching a special "Go Green" campaign.

To mark the occasion, we designed and distributed custom T-shirts emblazoned with the "Go Green" message and our CSR (Corporate Social Responsibility) logo. With the support of local environmental experts, we carefully selected a variety of native tree species that are well-suited to the local climate and soil conditions.



This selection ensured that the trees we planted would thrive and contribute to biodiversity in the region.



UAE



World Clean-up Day

On World Clean Up Day, we organized a collective effort to clean up a local beach and park, engaging volunteers from our teams in Abu Dhabi and Dubai to remove litter, plastic waste, and other debris.

BEACH - Dubai

By removing litter from city parks, streets, and beaches, we not only improve the urban environment's but also contribute to a healthier, cleaner, more sustainable community.





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PARKS – Abu Dhabi

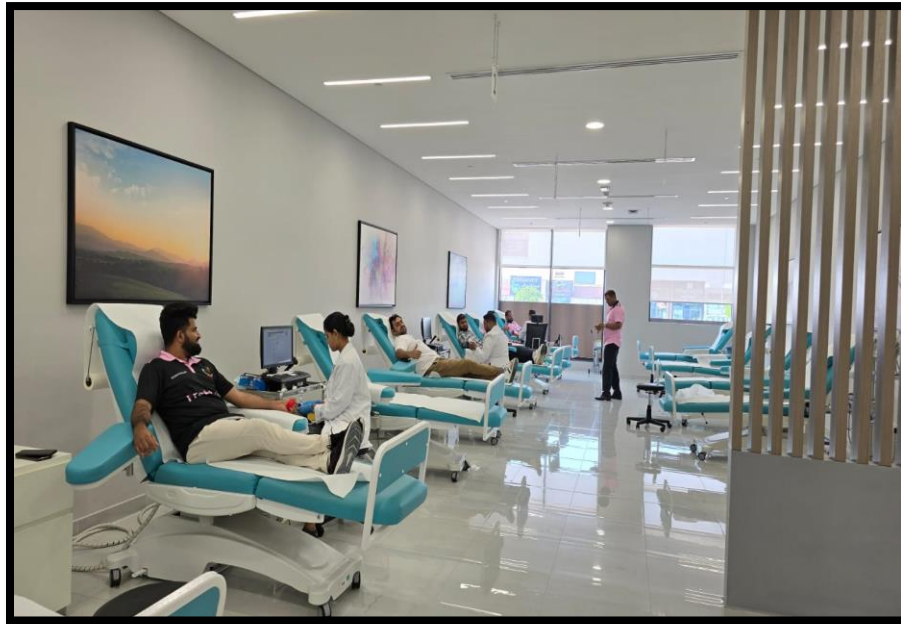


These actions, no matter how small, make our city a better place to live while also supporting the broader goal of protecting the planet for future generations.





Blood Donation



Additionally, our blood donation drive addresses SDG 3—good health and well-being—by supporting local health services and saving lives. Through these actions, we are proud to play a part in building stronger communities and a healthier, more sustainable world.



This initiative was in conjunction with the Dubai Health Authority. For us, it was an opportunity to make a tangible difference, while fostering a sense of connection and responsibility with the broader community. Every donation we recognize helps in ensuring a reliable blood supply vital for public health and well-being.



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Collecting old clothes for a second chance



Under the auspices of the UAE Red Crescent Fracht under their program 'Reduce and Reuse'.

Our Fracht team volunteered to collect used clothes and donate at a function organized for the purpose.

This effort geared towards recycling clothes involved collecting used garments, sorting them for reuse, for further repurposing the materials and help to minimize waste.

This helps reduce the environmental impact of the clothing industry, conserves resources, and limits the number of textiles sent to landfills.

It also promotes a circular economy, where products are reused and recycled rather than discarded.



Greening our space



From organizing clean-up campaigns to reduce environmental impact, to tree planting and distributing potted plants to promote reforestation and greener urban spaces, we are taking concrete steps to protect our planet. This initiative of potting plants and distributing them to offices and employee homes is a simple yet impactful initiative that promotes well-being and sustainability.

By introducing greenery into workspaces and living areas, we are helping to create a more refreshing and productive environment. This initiative also encourages eco-consciousness, reminding us of the importance of nature in our daily lives. Whether at work or home, these plants symbolize our collective effort to foster a greener, more sustainable future

These activities not only contribute to climate action (SDG 13) and life on land (SDG 15) but also foster a deeper connection between our employees and their natural surroundings.





Turkey



Unused Clothing Donation Campaign

In order to strengthen the spirit of social solidarity and cooperation, we decided to share clothes that we no longer wear but could be helpful to others, starting by donating from our own wardrobes, with contributions from everyone on our team. Through this campaign, we have not only found a new purpose for the items in our closets but will also continue to gather donations from those around us, aiming to raise awareness in our community.



Donating not only enhances social solidarity but also represents an important step towards recycling and environmental sustainability by preventing clothing from ending up in the trash.